"Sunshine Susie" startles the Film Trade in Toronto when it sails into third week, packed business at Uptown

Canadian Moving Picture DIGEST

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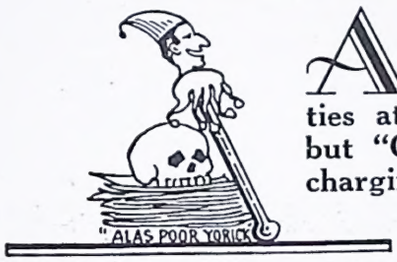
LITTLE 'OLE NEW YORK



ALONG the "Gay White Way", they are selling neckties at fifteen cents each, but "Grand Hotel" is charging $1.00 up and doormen are calling out"standing room".

Along the "Gay White Way", the Public crowds its way into theatres, restaurants, only the shops appear to be empty. It is curious to note that while this Public refuses to be attracted to bargains in clothing, etc., even the fifteen cent silk ties begging for some "necking", the Public is buying Entertainment.

Is it the proverbial "Ill wind which blows nobody good?" Must the Lambs, shivering from their fleecing, do something to make them forget that there are many names for South Sea Bubbles; and that Jacob of Biblical fame was not the only trader, who knew biology, psychology, when he bargained with Laban, his father-in-law, for the cattle born with stripes; and subsequently striped the objects for the conceiving cattle to look upon and bring forth. In other words he "rigged his stock".

When the Tired Business Man of the last few years, after a morning in the Stock Exchange, and an afternoon playing Golf, was in need of recreation, frequently his Entertainment was blondes. Now blondes, the kind that Anita Loos writes about, are always expensive; and even if the Tired Business Man could get a diamond bracelet on credit, blondes to-day prefer bonds, for there is no market for diamonds. Now bonds being scarce, owing to the fact that bankers need to live; and a man's word to-day cannot be as good as his bond, since bonds furnish the interest which binds gentlemen, the Tired Business Men have to be satisfied with getting their blondes upon the screen, and using their imagination. Which as you can easily see helps show business, for there is nothing which makes "the wife" a crowd, when the blonde is only upon the screen; and this means another paid admission at the box office.

"Little 'Ole New York" with a skyline which is a cross between Babylon and a Futuristic drawing of Heaven. Broadway, the Grand Midway, everything in front of our theatres from cannibal dames to High Art, "Wampum, swampum get the wampum, Tammany".

And then the Realities, Good Nicholas Schenck, dear old Uncle Laemmle, Messrs. Cochran, Mr. Van Bueren, Saul Rogers, Sam Morris, Jules Levey, Howard Deitz, Ed Depinet, my old friend Fred McConnell with that wide smile of his which is just too bad for "Depression" and Milton Silver, as small as ever and just as "peppy". My, but it was good to see these Showmen and scribes, and over in the Paramount Building another old friend, A. S. Kirkpatrick, and Gordon White making Shorts better than any Double Feature Bill ever could be, not forgetting Arthur Lee, who leaves on the Empress of Britain, May 29th for London; and then a few more, but has it not been said that he who tells all that he knows, indicates that he knows little? Everywhere the gossip of N. L. Nathanson and Famous Players Canadian, with everybody wishing that the story is true. Little 'Ole New York, the greatest village in the world, with only one new sensation to live for, "curfew shall not ring tonight".

WHAT ABOUT FAMOUS PLAYERS?

THE RUMOURS persist that Paramount-Publix is doomed for a fall. "The greater the height, the greater the fall", but what about Famous Players Canadian?

In 1929 shareholders of Famous Players were informed that there had been certain negotiations between Mr. Nathanson and Gaumont-British which would have given the Canadian shareholders $75.00 cash for each share. This offer was not permitted to be consummated, what about the present offer?

RAY PRESENTS

RAY LEWIS

NEARLY all the big magnates, in and out of our Industry have been talking to the "little guys", about this epidemic called "Depression", but it has been left to the "little guys" of the world, to propose plans to cure, or alleviate this "Depression", having agreed with the magnates that "Depression" is here, even if they cannot agree upon the cause thereof.

You, who are readers have been doing some reading, listening and talking also; and you have formed some rather definite opinions of your own. In other words you have agreed with the magnates, or with the "little guys".

Suppose you and I segregate the national and international "depressions" from our Picture Business; and concentrate on a formula to bring back Good Times to Picture Houses, which means production and distribution, the three in one and one in three, a circle which only becomes vicious, when each unit pulls its own way and "pulling together" for the same objective presents a problem too complex for Mr. Grabber's comprehension.

IN THIS Industry we have seen actual miracles, for have we not beheld certain companies on the verge of ruin, retrieving lost fortunes and adding additional millions to their assets, because they happened to have a picture that the world thought good enough to buy at the box-office?

Have we not seen Trademarks ready for a fade-out, suddenly become leaders because of popular stars and good product? Have we not seen players become stars overnight, because of a hit made in a certain role? It has been done, it can be done again!

These very companies, which are tottering, need but one or two outstanding pictures and the crest of such success will carry them over disaster and "depression". The answer has always been Good Pictures in our Industry, not the stock exchange, not real estate, but Good Pictures for which the Public pays cash at the box-office, and it's cash, remember, upon which you pay no bank interest!

LAST WEEK Leo, the Lion, had the "Hudzbe", never mind the spelling, its phonetic, esperanto, or anything you desire to call it, to say that "The most important news in this entire magazine", meaning The Digest, was the fact that Leo had just screened "Joan Crawford and Robert Montgomery in Letty Lynton (Clarence Brown's Best)".

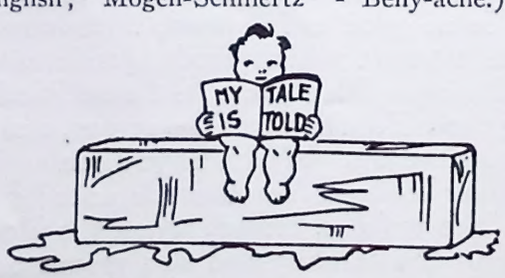
The reason for Leo coming to such a decision was due to the fact that M-G-M has found out that "Letty Lynton" is "tremendous". Well, Leo, after having seen "Letty Lynton" we agree that it is tremendous, that Joan Crawford is not only exceptionally beautiful to look at as "Letty", but does the best work of her screen career, but Leo dear, did you read our "Ray Presents" of last week, all about "Are our present leaders bankrupt?", and did you read all about "Grand Hotel" being voted a Grand Picture by the Toronto Public? - and did you read about Metro-Goldwyn-Mayer's Short Subjects which "speak for themselves"? - and did you read about, etc., etc., etc.? We believe that all news in The Digest is important news because it is not scissors-clipped, but springs from the neck up!

IN "plain English" The Digest news is all important, for is it not written in the Book of Chronicles that The Digest has to be important news in order to be Digested? For some there are, and were, who were always belly-aching that The Digest gave them Indigestion.

You and I, Leo, have strong stomachs, we are carnivorous, meat-eaters, we have long given up "soothing syrup" and "soft foods". We believe in the importance of being in earnest. We believe in making Good Pictures and getting all that the picture is worth, because it is good. We believe in Keeping Faith with Exhibitors and our Public. We believe in Good Will and in Freedom, for after all, the Hebrew God, Jehovah, in accordance with the Holy Writ, Was Able To Subjugate all other Gods. Jehovah Was A God of Power, of Wisdom and Had He Willed It Wisdom, He Could have Attached The Will of All The Hebrews To His Will, so that they thought and acted In Accordance With His Will; and not in accordance with their own free will and judgment.

Therefore, if The Magna Charta was grievous to King John and The Declaration of Independence grievous to King George and The Digest grievous to the belly-achers, whose "mogen-schmertz" is caused by being gluttonous, biting off more than they can chew, is it not written in the Book of Chronicles, that The Lion always was a symbol of Wisdom, Strength, Good Judgment, and that Leo, the Lion, remains as a Symbol, in the Important News of The Digest? Selah!

(Glossary — "Hudzbe" - Cheek; "Blain English" - Plain English; "Mogen-Schmertz" - Belly-ache.)



Universal booklet with 26 feature line-up, looks like the real thing for show business

Show Business

(*Special to Digest from Winnipeg*)

Dodging stray bullets, rising at the crack of dawn to witness the day's opening bombardment, and running foul of the Japanese authorities, was the everyday experience of Harry W. Smith and A. L. Schuster, Pathe News Reel cameramen, who spent five months "shooting" scenes of the recent fighting between the Japanese and Chinese in the Shanghai area, and were in Winnipeg this week on their way to New York.

Smith and Schuster expressed a disdain for the marksmanship of both sides and a dislike of Japanese re dtape.

"We soon learned that the safest place to be was right at the scene of any bombardment," Schuster said. "The shells were liable to hit anything but the target. It was hard to believe that they could have been such poor shots."

The Japanese warships got up so close to the Woosung forts that the Chinese defenders were able to fire on them with machine guns, and, instead of blowing the forts to smithereens in about five minutes, it took them weeks to put them out of commission.

The aviators were equally poor marksmen. We used to watch the Jap planes circling over Chapei, and they'd drop perhaps a dozen bombs before scoring a direct hit. There were no anti-aircraft guns or Chinese planes to bother them."

Smith and Schuster found the Chinese lines the most interesting, if the most dangerous place to be.

"The Chinese allowed us to come and go more or less as we pleased, and we got our best scenes of the actual fighting from vantage points behind the Chinese lines.

"However, we were always getting in wrong with the Japanese. Passes issued by army officials were turned down by navy officials and vice versa. We were continually tangled up in red tape.

"One morning we got permission from the naval officials to take shots of Japanese troops landing. No one molested us until we were all finished. Then we were hauled up before an irate army officer, our films were confiscated and we were tossed in jail. However, that sort of thing was all in the day's work.

"There were plenty of ludicrous situations," Schuster remarked. "One Chinese civilian, we nicknamed him "Charlie the Sniper," actually kept a whole regiment of Japanese soldiers at bay for several days.

He was perched up on top of a building on a street corner in Chapei, and he used to pot any Japanese soldiers who ventured on to the two streets his post commanded. He must have potted over 100 Japs before a bomb knocked him off his perch. We used to throw him cigarettes and chocolate."

Their only souvenirs of Shanghai were the luxurious silk pyjamas which they were wearing when interviewed in their compartment.

A new $60,000 moving picture theatre is planned for Victoria, B.C. Its location is to be at Douglas and Johnston Streets. Percy Fox is the architect, and work has already started on its erection. It will be of heavy steel and concrete construction.

Although the Saskatoon, Sask., city council at a meeting May 2, agreed to reduce the city amusement tax, following the request by theatre operators, on the score that reduction would enable them to keep their houses operating, one Saskatoon theatre has already closed its doors and this formed the basis of a keen argument, before the city council.

A representative of the Saskatoon moving picture operators said wages had already been cut 25 per cent. and while operators were willing to negotiate in order to keep the house open, they were informed it must close.

Nevertheless, council decided to lighten the burden of the Saskatoon owners by reducing the tax.

"We are agreeable to the changes made in the tax on theatre tickets in Manitoba by the law amendments committee, stated George F. Law, secretary of the R.K.O. Film Distribution Corporation of Canada, Film Exchange Building, to The Digest.

"We realize that the government has to search every source of business for revenue, but the five per cent tax on 25 cent tickets would certainly have closed up nearly all the motion picture theatres in Manitoba; 59 of the 117 licensed theatres are now closed owing to stress of economic conditions in certain sections of the province. The arrangement made for the new tax, a replica of the Ontario tax, was at the suggestion of the theatre men to the government and is a compromise, satisfactory to all of us in the meantime, and until times improve in business."

Damages of $10,000 and a permanent injunction is asked by Clements Investment Limited, Winnipeg, against Local 299 of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, in a statement of claim, filed April 30 in the Winnipeg court of King's Bench.

The plaintiffs are the owners of the Bijou Theatre, on Main Street, Winnipeg, where two moving picture operators are employed who are not members of the union. The defendants asked that the non-union men be discharged, and when this was refused, members of the organization placed pickets outside the theatre and paraded the streets with placards proclaiming that the Bijou was unfair to union labor, and therefore should not be patronized by the public.

Ernest Kellett, A. L. Wishart, Edward Turner, Geo. Hackie, John Hurl, Mr. Watterson, H. Wodlinger, A. Ratner, Dave Krindle and T. Slater are specifically named as defendants, and members of the alleged conspiracy to injure the plaintiff's business.

Chief Justice Macdonald made an interim restraining order, effective until May 11, under which the defendants are forbidden to molest or interfere with persons entering or intending to enter the theatre.

Ex-Mayor Arthur Bugg, Midland, Ont., passes away, after two weeks illness, with pneumonia

Sad Bereavement for J. H. Coleman Who Loses Parents

MR. J. H. COLEMAN, of the Coleman Electric Co., has had to suffer the loss of his beloved father and mother, and all in a period of three weeks.

The late John Alexander Coleman passed away on April 19th in his 82nd year and on May 10th, 1932, the son was forced to part with his dear mother, Mrs. Mary E. Coleman, in her 65th year.

Mr. Coleman's parents were both of the village of Glencairn, Ont., and were among the pioneers of Ontario. Both were born near Cookstown, Ont., of Irish parentage, who took up settlement in the virgin forest of Mulmer Township, near Creemore, and were among the pioneer settlers of the district.

The trials and privations of the early settlers were not unknown to Mr. J. H. Coleman's parents, who were among the forerunners and builders of this Province of Ontario, with its descendants from that hardy stock, who were unafraid of manual labour, the daily toil for daily bread; and who possessed those eternal virtues expressive of a kindly disposition, a neighborly interest in their fellowmen, a respect for law and order, typified by honest dealings, and a Reverence For The Word Of God. Our sympathy is extended to Mr. Coleman in his sorrow, who has however, this surcease for the great pain of parting, his dear mother and father leave him a legacy enshrined in a beautiful memory of kindly deeds, and also that natural inheritance, like mother and father, like son.

Ideal Films Exchange Opens Own Office

Oscar Hanson has definitely launched the Ideal Films Limited upon their Canadian career having taken a suite of offices in the Film Building, 277 Victoria St.

Ideal will have a line-up of British, French and other foreign films, including a substantial program of American-made product, selected with special care from the Independent producing market.

The offices are now fully equipped and ready for business with James I. Foy as Toronto branch manager.

Offices have also been opened in Montreal with Sam Jacobs as branch manager and Charlie Stephenson stationed at St. John.

Oscar Hanson needs no introduction as a distributor to the Trade in Canada, nor in the United States, having for many years successfully operated as General Manager of Canadian Educational Films of Canada, previous to his association as General Manager for Tiffany in the U. S. The Digest joins his many friends in wishing Ideal Films Limited every success.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "But the Flesh is Weak," Metro-Goldwyn-Mayer picture, starring Robert Montgomery.

IMPERIAL—Manager H. V. Knevels — "This is the Night," Paramount picture, with Lily Damita, Roland Young and Charles Ruggles.

UPTOWN—Manager Tom Daley — "Sunshine Susie", Gainsborough production, with Renate Muller, on its second week.

TIVOLI—Manager Jimmy Lynch — Bert Wheeler and Robert Woolsey in "Girl Crazy", an RKO production.

SHEA'S—Manager Jerry Shea — "Play Girl," with Loretta Young and Winnie Lightner — Warner Bros. picture.

Equipment and Supplies Headquarters

We carry a complete stock of all the reliable equipments and supplies used in and about the Theatre. Direct Factory Representatives in every case.

Our prices are as low as they can consistently be kept, because while our overhead expenses are unusually low, the factors of duty and exchange must be accounted for.

Our Service has always been famed, not only for the prompt shipment of goods ordered and careful attention to proper repairs, but also because of the courteous attention paid to our customers at all times.

If you are not already one of our long standing customers, now is a good time to find out what a great benefit we can be to you, not only on account of sterling goods but also an account of the lower prices and courteous service included.

DROP US A LINE TO-DAY. NO OBLIGATION, OF COURSE.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy with Service"

Leo Devaney General Manager and Frank Meyers, Toronto Branch Manager, leaving Toronto for RKO Convention at Chicago

Round About the Studios

Loew's Theatre Profits Increased

Marcus Loew's Theatres Ltd., operating Loew's Theatre, Toronto, in the statement for the year ending Jan. 2nd, 1932, reports a profit of $127,686 before provision for Dominion Income Tax.

Adding the above profits to the balance brought forward from last year, there is shown a surplus of $483,008.

Moorehead & Filman Take Over Model Theatre, Brampton

Messrs. Moorhead and Filman, owners of several theatres throughout Ontario have taken over the Model Theatre, Midland, which has been owned and operated by Mr. Arthur Bugg for over 21 years. The theatre will be closed for a short time, for the purpose of redecoration.

Universal Line-Up Includes 2 Road Shows 26 Specials

Universal's new list of pictures will include two films to be road-showed, "The Road Back," by Eric Remarque, sequel to "All Quiet on the Western Front," and "S.O.S. Iceberg," a picture to be made in Iceland. There will also be 26 specials, 12 westerns, 5 serials and 22 two-reel comedies and 64 single-reel subjects.

Thrilling Air News Scenes

Pathe News is showing in the current release an exceptional series of close-up shots of the Government tests of airplanes making contact with the dirigible Akron while cruising sixty miles an hour at a height of 3,000 feet.

U.S. Film Exports Down During 1931

According to a Department of Commerce Bulletin, issued from Washington, American motion picture exports to Europe dropped from 122,000,000 feet in 1930 to 75,000,000 feet in 1931.

New Columbia Program Shows 3 Jack Holt Pictures

Columbia's new 1932-33 program will include three Jack Holt features. "Washington Merry-Go-Round" will be directed by James Cruze.

M-G-M's "Grand Hotel" Goes Over Big

Announcement by Metro-Goldwyn-Mayer of sixty-nine new roadshow bookings for "Grand Hotel" brings the total to one hundred and twenty-five up to and including playdates on June 6th. "Grand Hotel" has shown itself a tremendous box-office sensation wherever screened, breaking theatre gross records and establishing new advance sales records regularly.

Jimmy Caruso and Orchestra Signed for Vitaphone Short

Jimmy Caruso and his Cafe de Paris London Orchestra have been signed by Vitaphone for one of their series of "Melody Masters" band shorts. Caruso and his orchestra are well known to radio fans and have played many of the leading hotels in London, Paris, Monte Carlo, Palm Beach and New York.

Production on Jimmy Caruso's short will start with the resumption of activities at the Brooklyn Vitaphone Studio early in June.

"Strange Interlude" Cast Complete

Lewis Stone has been added to the cast of "The Strange Interlude" in the part of the professor. This Metro-Goldwyn-Mayer production, adapted from Eugene O'Neill's successful stage play, is under direction of Robert Z. Leonard.

Norma Shearer and Clark Gable have the leading roles and May Robson, Robert Young, Maureen O'Sullivan, Ralph Morgan and Alexander Kirkland are included in the cast.

Fox Convention Plans Announced

The Fox Film Corporation will hold the first session of its 28th sales convention on Monday morning, May 16, in the auditorium of the New York offices at 444 West 56th Street.

Bonita Theatre Toronto To Be Remodelled

Plans are being prepared by Messrs. Kaplan and Sprachman, architects, for alterations to the Bonita Theatre, 1035 Gerrard St. East, to cost in the neighborhood of $10,000.

Ford Praises Motion Picture Industry

That no industry has made a better record toward establishing a new public confidence than the screen industry was the statement of Henry Ford, as quoted by Conrad Nagel, noted screen player and vice-president of the Academy of Motion Pictures Arts and Sciences, on his return to the Metro-Goldwyn-Mayer studios from a five months speaking tour throughout the country.

"Ford," said Nagel, "complimented theatre owners and distributors on their keeping show-houses open, keeping thousands at work and thus 'carrying on.'"

12 Pictures in Work At Metro Studios

Metro-Goldwyn-Mayer have three pictures just finished, "New Morals for Old," Greta Garbo's "As You Desire Me," and "Prosperity" with Marie Dressler and Polly Moran. "Strange Interlude," the Eugene O'Neill play, with Norma Shearer and Clark Gable is almost finished.

New Picture for Tala Birell

Tala Birell, following her success in "The Doomed Battalion" at its premiere performance in Washington, D.C., is to be starred by Universal in a Hobart Henley production entitled "Broken Dreams of Hollywood," for release on the 1932-33 schedule.

Mix to Star in "Marked Men" for Universal

Tom Mix's third picture for Universal, tentatively titled "Marked Men," has just been placed in production. Fred Kohler, Willard Robertson and Lucille Powers constitute Mix's chief support, with Edward Laemmle directing.

First Warner English Film Being Prepared for Canadian Release

Warner Bros. first English studio production, "Stranglehold", has been completed and is now being made ready for Canadian release. "Stranglehold" will be the initial release of Warner Bros. Teddington Studios, located outside of London.

Double Features are Bunk, Get Down to Real Show Business, Entertainment in Variety—Ray Lewis

"Today I Feel So Happy"

sings TOM DALEY, Manager
Uptown Theatre

TO-DAY! *A British Picture Holds the All-Time Attendance Record for the Huge 3000 Seat Uptown Theatre.*

TO-DAY! *74,926 Torontonians Are Singing Their Praises and Humming the Tuneful Melodies of the Greatest Smash-Hit Since the Days of "Broadway Melody"*

TO-DAY! *A Glorious Jubilee of Music! Song! Romance! Laughter!*

"SUNSHINE SUSIE"

THE SCREEN'S HAPPIEST TREAT

Get Happy with "Susie"!

2nd SUNNY HAPPY WEEK

TO-DAY at 12:35 2:50 5:05 7:20: 9:35

UPTOWN
EVERY SHOW A HIT

(Reproduction of Ad in Toronto Star, May 6th.)

BIGGEST SMASH HIT IN YEARS!

Never Such a Box Office Attraction Since the Days of "Mickey!"

Book It for the Biggest Business You Ever Had!

Joyful, Carefree, Singing, Happy-Go-Lucky

SUNSHINE SUSIE

with

RENATE MULLER
JACK HULBERT
OWEN NARES

TUNEFUL SONGS
—you'll soon be singing!

JOYFUL ROMANCE
—to thrill your heart!

UPROARIOUS FUN
—bright, breezy, bracing!

Take Extra Playing Time! You'll Surely Need It!

Everybody's Talking About It! Everybody Wants to See It!

Get Busy! Get Dates!

Stop Press

Since This Ad Was Written Crowds Are Still Flocking to the Uptown. Picture Has Been Held Over For

THIRD WEEK